

## Press release

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### Mobile boost for leading building-trade web site

8 April 2002

A new web site which aims to be the most comprehensive online information and business-building service available for British tradesmen can boast an innovative feature thanks to a great new SMS service from the Met Office.

The launch of Build2Pro - an information, news and services portal created by the alliance of three of Europe's leading building distribution groups including the parent companies of Jewson, Graham and Johnstone's Paints - includes the addition of a service which enables professional tradesmen to get the most localised weather information sent direct to their mobile phones, wherever they are and whenever they want it.

By clicking onto the Met Office logo on the Build2Pro home page they can arrange to get a personalised weather forecast, every six hours, direct to their handset. It's a new Met Office service called WTHR4.

The Met Office's Steve Wickham said: "The WTHR4 service is invaluable for the building industry which is so sensitive to the vagaries of the British climate. Sometimes accessing information can be difficult and through the use of this SMS service, builders and associated professionals such as carpenters and plumbers can ensure that they have the information in the palm of their hand."

"This mobile service - one of a number of products available from the Met Office - gives postcode accuracy to ensure the information is as detailed and accurate as it can be. The applications are numerous - from helping with planning the delivery of supplies to ensuring there's no wastage of labour should weather disrupt schedules."

WTHR4 is seen as adding real value to the new site. Clive Bawden, Build2Pro UK Manager, said it would prove invaluable to all professional tradesmen.

He said: "As far as the industry is concerned we know only too well how much we are influenced by climate. WTHR4 is a powerful way of ensuring everyone can have weather information - not just office based staff but tradesmen working outdoors who will have to respond quickly to any sudden change in conditions to schedule work and meet tight deadlines. We are delighted to have teamed up with the Met Office to offer our subscribers this service - it's a really strong addition to the Build2Pro range of services."

Vodafone UK and BT Cellnet users (contract only) can receive a weather forecast for a specific location in the UK by entering a simple code when sending a text message. Simply type in B2P , then a space, followed by WTHR4, then a space, followed by a UK postcode, city, town or village name, then send the message to Vodafone UK (on 8638) or BT Cellnet (on 2638).

Within a few minutes you'll receive a six-hour weather forecast summary, with hour-by-hour detail, for the exact location you requested.

The service can be found at [www.build2pro.co.uk](http://www.build2pro.co.uk)

\*The service costs 25p on BTCellnet (contract only) and 36p per message on Vodafone, including VAT.

#### For further information:

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